

1 **Regular Board Meeting Minutes**
2 **Cache Valley Transit District**
3 **Wednesday, November 18, 2015**

4 **5:45 pm**

5 **Bridgerland Applied Technology College**
6 **1301 North 600 West, Logan, Utah**
7 **Room 840**

8
9 *Present:* Erik Ashcroft, Alma Leonhardt, Rodger Pond, Joy Reyes, Sue Sorenson, Glen
10 Schmidt, Ron Hornsby, Holly Broome-Hyer, Shaun Bushman, Norman Larsen, Patricia
11 Cronin, Doug Thompson, Tom Hogan, Heidi Harper, Sallie Petersen, Roger Jones, Ron
12 Natali, and Jeannie Simmonds

13
14 *Excused:* Craig Wright

15
16 *Others:* Todd Beutler, Nathan Coats, Curtis Roberts, and Ivy Thomson

17
18 **Regular Meeting Agenda**

- 19
20 1. Call to order: Board Chairman Doug Thompson
- 21
22 2. *Acceptance of Minutes:* Changes were recommended for the October Board meeting
23 minutes. Sue Sorenson moved to approve the amended minutes. The motion was
24 seconded by Alma Leonhardt. The vote was unanimous.
- 25
26 3. *Approval of Agenda:* Tom Hogan moved the approval of agenda and Ron Natali
27 seconded. The vote was unanimous.
- 28
29 4. Next Board Meeting: December 16th, 2015 at 5:45 pm.

30
31 **Board Business**

- 32 5. Report by Lamar Advertising: Amelia Shaner represented Lamar. She coordinates
33 advertising in and on the buses and in the shelters. This year's Art in Transit winner
34 is the first debut of a full wrap on the buses. The Board approved full wraps and full
35 sides last year. Funding was received to get Zimride displays in buses. No
36 advertising achieves community advertising as well as transit advertising. The CVTD
37 team is easy to work with and have great communication. No other market has a hub
38 that rotates like CVTD. They advertise for even less than newspapers. Norman
39 Larsen came in during the discussion at 5:55pm. Amelia answered questions posed
40 by Board members.
- 41

- 42 6. Doug announced that he had received a suggestion to postpone the vote until after
43 Jeannie Simmonds would arrive. No objections were raised so the Board proceeded
44 to the Service Committee report.
45
- 46 7. Service Committee report by Shaun Bushman: There were no major deviations from
47 trends. Ridership dropped a small percentage, but in September the drop zeroed out.
48
- 49 8. Budget Committee report-financial update of 3rd quarter by Rodger Pond: In October,
50 additional payroll expenses were reflected because of overtime paid for the Pumpkin
51 Walk. CVTD has not yet paid the vendor for the new buses because that money has
52 not yet been received from the state.
53
- 54 9. Consider for adoption 2015 tentative budget: Rodger reviewed the tentative budget.
55 Questions were resolved. Erik Ashcroft asked for a list of the positions and salaries
56 included in the merit pool. Rodger Pond told him he could get it at the end of the year
57 after the evaluations. Jeannie Simmonds arrived during the discussion at 6:28pm.
58 Glen Schmidt moved to approve the preliminary budget, which Ron Hornsby
59 seconded. The approval was unanimous.
60
- 61 10. Consider for action CVTD's Zero-fare policy: After discussing the sales tax last year,
62 the Board wanted to revisit fare-policy. Shaun Bushman, as head of the Service
63 Committee, reviewed what the Board has learned. He added that people have had the
64 misconception that we are asking "fare or tax?" while in reality we are asking "fare
65 and tax, or just tax?" No public transportation entity can operate on its own without a
66 tax. Right now, charging a fare would result in a loss of riders, a loss of money, and
67 no appreciable gains in service. Compared to other transit districts in Utah, CVTD is
68 at the low end of sales tax and has ridership well above the others. Each Board
69 member made a comment, asked a question, or passed. Shaun Bushman moved to
70 maintain zero-fare policy, subject to review at least during every short-range transit
71 plan, and added that if an increase in revenue is desired, a fare would be considered as
72 part of that. Rodger Pond moved to second the motion. The vote was unanimous.
73 Doug Thompson moved chair duties to Roger Jones, and he and Glen Schmidt left the
74 meeting.
75
- 76 11. General Manager Report: None.
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- 78 12. Questions and Comments for Management and Board (3 minutes or less): None.
79
- 80 13. Other Considerations: None.
81
- 82 14. **Adjourn:** Roger Jones asked for a motion to adjourn, and adjourned the meeting.